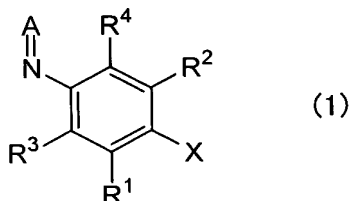


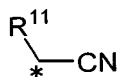
ABSTRACT

Provided is a hair dye composition containing a dissociative direct dye represented by the following formula (1):

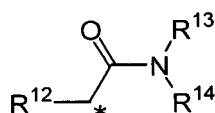


5

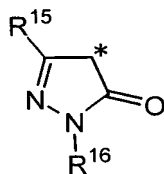
(Cp-1)



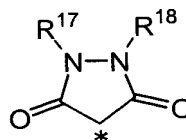
(Cp-2)



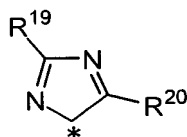
(Cp-3)



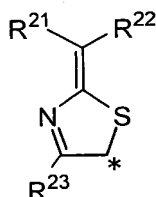
(Cp-4)



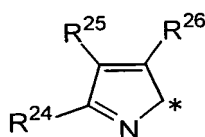
(Cp-5)



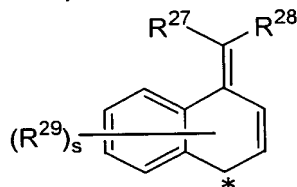
(Cp-6)



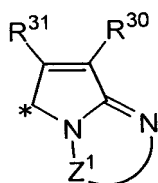
(Cp-7)



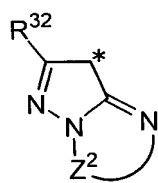
(Cp-8)



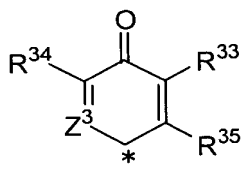
(Cp-9)



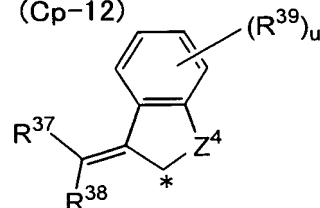
(Cp-10)



(Cp-11)



(Cp-12)



wherein, R^1 to R^4 each represents H or substituent, X represents OH or $-NH\text{SO}_2R^5$ (R^5 representing an alkyl, aryl or heterocyclic group) and A represents a group of any one of formulas (Cp-1) through (Cp-12).

The hair dye composition of the present invention is

capable of strongly dyeing the hair with a vivid color tone without causing decomposition of the dye during the dyeing process, exhibits excellent resistance against sunlight, hair washing, perspiration, friction and heat, has a high stability against an alkali agent and an oxidizing agent, has a high dyeing property, and shows less color fade over time.